

**DETERMINATION AND FINDINGS
FOR
SOLE SOURCE PROCUREMENT**

CONTRACT NO.: DCEB-2016-C-2005

CAPTION: Challenge Cup Festival

PROPOSED CONTRACTOR: 1776 Campus, Inc.

PROGRAM AGENCY: Office of the Deputy Mayor for Planning and Economic Development (DMPED)

FINDINGS

1. AUTHORIZATION:

D.C. Official Code § 2-354.04, 27 DCMR 1304, and 1700 and 1701

2. MINIMUM NEED:

The Government of the District of Columbia, Office of the Deputy Mayor for Planning and Economic Development (DMPED), has a minimum need for a contractor to provide national and international marketing and outreach, festival coordination and planning around the Challenge Cup Festival. The proposed term for the contract is date of award through one (1) year with four (4) one-year options.

The Contractor will provide the following services:

- **National and International Marketing** – Contractor will promote the District as a technology hub to business leaders in entrepreneurs in each of the forty-five (45) cities in nine (9) regions where competitions are hosted. Two (2) of these regional events will be held in the U.S. and the remaining seven (7) internationally.
- **Marketing the District to Challenge Cup Attendees** – Contractor will create welcome/marketing packages that align the District's and Contractor's messages for District-based events
- **Festival badges for District Youth** – Contractor will reserve 10% of festival badges for DC youth, providing these youth a unique exposure to the global innovation economy that is not readily available through other means.
- **Festival Events for District Youth** – Contractor will coordinate with partners to organize youth-oriented events for Challenge Cup Festival.

- **Support for Local Businesses and Residents** – Contractor will procure 50% of services for DC-based events from DC-based businesses, allocate 50% of staff funding to DC resident hires and market only DC-based hotel blocks to visitors

3. ESTIMATED REASONABLE PRICE:

\$200,000.00

4. FACTORS WHICH JUSTIFY SOLE SOURCE PROCUREMENT:

- A. 1776 Campus Inc., founded and headquartered in the District of Columbia, is the city's leading global incubator. Through its curriculum and mentorship programs targeted at local startups, 1776 leads a coalition of service providers that enhance the city's efforts to attract investors, businesses, and other entities that promote the innovation economy nationally and internationally.
- B. Since 2013, the District has partnered with 1776 Campus Inc. to promote entrepreneurship in the District of Columbia via national and international marketing and through the coordination of the Challenge Cup Festival event, including a global competition for technology startups and an innovation expo for DC-based technology companies.
- C. 1776 Campus Inc. is uniquely qualified to provide the required services because of its historical knowledge and experience related to the District's requirement. The District will not need to brief 1776 Campus Inc. on the required services thereby preventing a lag in time to begin performance.
- D. For the above mentioned reasons, and in addition to the District's substantial investment of time and resources in the 1776 Campus Challenge Cup Festival event, a sole source award is the most efficient and cost effective method of procurement which allows DMPED to make use of the contractor's unique knowledge and experience.

5. CERTIFICATION BY AGENCY HEAD:

I hereby certify that the above findings are true, correct and complete.

Date

Brian T. Kenner, Deputy Mayor

6. CERTIFICATION BY CONTRACT SPECIALIST

I hereby certify that the above findings are true and correct to the best of my knowledge. Further, I certify that the notice on intent to award a sole source contract was published in accordance with 27 DCMR 1304 and that no response was received.

Date

Lindel Reid, CPPB
Senior Contract Specialist

DETERMINATION

Based on the above findings and in accordance with the cited authority, I hereby determine that it is not feasible or practical to invoke the competitive bidding process under either Section 402 or 403 of the District of Columbia Procurement Practice Reform Act of 2010 (D.C. Law 18-371; D.C. Official Code §2-354.02 or 2-354.03). Accordingly, I determine that the District is justified in using the sole source method of procurement.

Date

Jacque McDonald, CPPO, CPPB, SPSM, MBA, MST
Director, Contracts, Procurement and Grants